

Product

**Motorola Q -
Verizon Wireless**

The Q is the first smartphone consumers would be willing to be seen with after 5 PM, making it an attractive proposition for prosumers buying a single device for dual business and personal use. RIM's QWERTY devices have been thick slabs focused on productivity, while Palm's more balanced Treos sport an even thicker (though narrower) profile. RIM's most directly comparable model, the 8700, lacks 3G networking capabilities, is considerably thicker than the Q, and costs an additional \$100, while Palm's Treos are priced \$200 above the Q in both PalmOS and Windows Mobile versions. The Q attacks Palm's multimedia features and makes inroads into the BlackBerry's on-device e-mail browsing experience with a side scroll wheel. However, the Q is dependant on Microsoft for its built-in e-mail synchronization. Despite push e-mail enhancements via Windows Mobile 5.0, and the ROI arguments in favor of an all Microsoft solution, ActiveSync still lags RIM in providing a polished push e-mail experience, and lacks critical end-to-end security. As such, many IT managers are likely to stick with RIM, but Palm will suffer collateral damage.

For an expanded look at the Q's market impact and competitive recommendations, see the Competitive Intelligence Report, "Motorola Q Arrives Fashionably Late, Wearing Low Cut Price," May 24, 2006.

Strengths & Weaknesses

Strengths

- The Q's \$199 price point reshapes the price curve for QWERTY devices overall, and gives Verizon Wireless a powerful incentive to draw high value prosumers who talk a lot and are willing to pay for data plans.
- The Q is slightly wider than a Treo 650, but considerably thinner. As such, it is the first easily pocketable QWERTY device, and usable as a phone for voice. The thin case, coloring, and laser etched send and end keys build on the RAZR's iconic design. The combination of productivity and style makes it an attractive proposition for prosumers buying a single device for dual business and personal use.
- The use of Windows Mobile 5.0 Smartphone Edition imbues the Q with many powerful capabilities and better ease of use than the Pocket PC Edition. PIM functions are polished, and phone-centric PIM usage is optimized (and further helped by a scroll wheel embedded in the right side of the case).
- The inclusion of EV-DO makes the Q far more powerful and useful than smartphones with 2.5G connectivity. E-mail attachments download quickly, the Web browser is useful, and streaming media becomes a real possibility from the carrier, or off portal with products like SlingMedia.
- The Q is not only a relatively low cost device, it offers free e-mail for companies using Exchange ActiveSync SP2 as their e-mail server. Verizon Wireless also offers Wireless Sync and GoodLink e-mail options for other users.
- The Q includes extensive multimedia functionality including a 1.3 megapixel camera, a removable memory format big enough to be removed by human hands, and media playback for music (including protected WMA tracks) and video (including TV recorded on XP Media Center Edition PCs).

Product**Motorola Q -
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- Microsoft's Windows Mobile 5.0 offers many improvements, but built in end-to-end security isn't one of them. If that wasn't enough to discourage security-conscious enterprises, the inclusion of a megapixel camera and removable memory may be enough to ban the device from many campuses. In addition, users of IBM Domino and GroupWise are shut out, which is not the case with Palm devices.
- Windows Mobile 5.0 Smartphone Edition does not include native Office or PDF document handling. A third-party solution is provided, but it requires a lot of scrolling to see anything useful, and documents cannot be edited.
- As with most Verizon Wireless devices, there are no global data roaming options, limiting usage for multinationals or U.S. companies with frequent traveling requirements. So far, Verizon Wireless only has one business device, the Samsung i830, which supports international travelers for data and e-mail access.
- Windows Mobile 5 Smartphone Edition does not have the same range of third-party business applications available for it compared to the PocketPC Edition, and both versions pale when compared to the software library for the Palm OS.

Product Metrics

Product: Motorola Q - Verizon Wireless

General	Value
Manufacturer	Motorola
Phone Model	Q
Carrier	Verizon Wireless
Prepaid (No, Optional, Exclusive)	N
Tier	Smartphone
Status	Current
Availability-Launch Date	May. 2006
Phone Launch by Quarter	2Q06
Pricing	Value
2-Year (Web, including instant rebates)	199.99
1-Year (Web, including instant rebates)	349.99
Prepaid (Web, including instant rebates)	N/A
Device Description	Value
Height (in inches)	4.6
Width (in inches)	2.5
Depth (in inches)	0.45
Weight (in ounces)	4.1
Battery Life -- Standby Time (in hours)	212
Battery Life -- Talk Time (in minutes)	234
Milliamp rating	1130
Form	Bar
Push-to-Talk	No
Speakerphone	Yes
QWERTY Keyboard	Yes
Navigation Key	5-way, scroll wheel
Technology	Value
Technology	CDMA
Band	Dual-band (800, 1900 MHz)
Data Speed	EV-DO
Operating System	Microsoft
Browser Version	Microsoft Pocket IE
WAP Version	
WIFI	No
WLAN	No

WLAN version	N/A
DRM - OMA	No
OMA Version	N/A
Displays	Value
Main Display -- Width (in pixels)	320
Main Display -- Height (in pixels)	340
Main Display -- Size (diagonal, in inches)	
Main Display -- Number of Colors	65536
Main Display -- Screen Type	LCD/TFT (Color)
External Display	No
External Display -- Width (in pixels)	N/A
External Display -- Height (in pixels)	N/A
External Display -- Size (diagonal, in inches)	N/A
External Display -- Number of Colors	N/A
External Display -- Screen Type	N/A
Camera	Value
Camera (y/n)	Yes
Resolution (Pixels)	Megapixel
Megapixel Count	1.3
Zoom Capabilities	
Zoom Range	
Built-in Flash	
Auto Focus	
Self-timer	
Rapid Picture Sequence	
Sensor Module	
Video	Value
Video Record	Yes
Video Record -- Record Time (in seconds)	
Video Record -- Frames per second	
Video Playback/Streaming	Yes
Video Playback/Streaming -- Format Supported	H.263, MPEG-4, GSM-AMR, WMV
Video Playback/Streaming -- Software	

Product Metrics (Continued)

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Messaging	Value
SMS	Yes
EMS	Yes
MMS	Yes
IM	
IM Protocols	
Email	Yes
E-mail VPN security capabilities	
RIM	No
BREW/Java	Value
Brew	
Brew version	
Brew client	
JAVA	No
JAVA version	N/A
JAVA client	N/A
Connection	Value
Bluetooth	Yes
Bluetooth Profiles/ Restrictions	SPP, FTP, OPP, DUN, GOEP, HSP, HFP, BPP, A2DP, AVRCP, GAVDP, HID, BIP
Infrared	Yes
USB	Yes
USB Type	Mini
Cable	
Cable Included	
PIM SYNC	Yes

Memory	Value
Internal Memory	64 MB
External Memory	Yes
External Memory -- Type	miniSD
External Memory -- Amount Included	
External Memory -- Maximum Limit	
Other Features	Value
Alarm	Yes
Calculator	Yes
Calendar	Yes
Changeable Face Plates	No
Games	Yes
3D Games	
Number of Embedded Games	
GPS	Yes
GPS Type	aGPS
Infotainment	Internal Antenna
MP3 Player	Yes
MP3 Player -- Samples per second	AAC
Multi-language	Yes
Phone Book Entries	99999
Predictive Text	
Ringtones -- MP3	Yes
Ringtones -- Polyphonic	42
Vibration Alert	Yes
Voice Recorder	Yes
Voice-activated Dialing	Yes
VOIP	No

